

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. VII. NEW YORK, NOVEMBER 16, 1892. No. 20.

To Whom It May Concern

SWORN STATEMENT

OF THE

DAILY, SUNDAY and WEEKLY CIRCULATION

OF THE

San Francisco Examiner,

For Nine Months ending Sept. 30th, 1892.

These figures we guarantee to be absolutely correct or NO PAY.

	DAILY.	SUNDAY.	WEEKLY.
JANUARY -	57,537	67,788	71,462
FEBRUARY -	57,537	68,145	71,237
MARCH -	58,620	70,252	71,200
APRIL -	59,057	69,550	71,200
MAY -	59,413	69,645	71,200
JUNE -	59,145	70,100	71,200
JULY -	60,030	71,775	71,225
AUGUST -	60,600	73,073	71,200
SEPTEMBER -	63,376	75,787	70,220

AS CIRCULATION IS THE BASIS OF ALL ADVERTISING VALUES WE GUARANTEE THAT THE RATES OF THE **SAN FRANCISCO DAILY, SUNDAY and WEEKLY EXAMINER**, ARE LESS PER THOUSAND FOR CIRCULATION THAN THAT OF ANY OTHER PAPER PUBLISHED ON THE PACIFIC COAST.

For Rate Cards, Sample Copies, or further information, apply at the offices of the

SAN FRANCISCO EXAMINER,

Rooms 186 and 187 World Building,

E. KATZ, Eastern Agent.

NEW YORK CITY.

To Know

Just the amount of circulation given in exchange for any number of dollars is unquestionably the right of every advertiser. Why circulation should not be sold by measure has as yet never been satisfactorily explained to the purchaser.

The quality of the circulation must be judged by the buyer, but the *quantity* should be *known* beyond a doubt.

No advertisement appears in the ATLANTIC COAST LISTS without a printed statement of the number of copies in which the advertisement has been inserted being mailed to the advertiser.

Every week this statement is mailed, and the figures are correct. We sell circulation and guarantee it. 1450 Local Papers. One-sixth of the country readers of the United States reached weekly. One order, one electro only, needed. Catalogue upon application.

Atlantic Coast Lists,

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VII.

NEW YORK, NOVEMBER 16, 1892.

No. 20.

THE ADVERTISING OF BOOKS.

By Will B. Wilder.

How to properly advertise new books is a question that must interest publishers, authors and book-sellers. The present method is admittedly unsatisfactory. After a publisher has invested his money in a book (which may be a very uncertain quantity), he sends out about three hundred copies for review to the newspapers and magazines, and he may insert a brief announcement once or twice in some literary paper, and then the book is left to fight its own way.

The theory probably is that if the book has anything in it, it will need no pushing, and that if it doesn't sell itself, the original investment in it was a business mistake and the matter may as well be dropped and a new vein tried. But that this assumption does not always cover the ground has been proved again and again in the case of books that *were* advertised.

To take one example, "Len Gansett," when first published by a Boston house, made but a moderate success. The regulation first edition was sold, and the author's royalties probably paid for his paper and ink and little more. The book appeared in the publishers' catalogue—and no where else. Then a Chicago house bought the plates and advertised the book, and it sold into the tens if not hundreds of thousands. For another example, who questions that the free advertising given "Looking Backward" does not account for its phenomenal sale? Every one felt he must read it, not so much because of the intrinsic merits of the book (there have been other books on the same theme with superior claims as literature), but because people were talking about it. What is the reason that the older and more conservative publishers do not consider the advisa-

bility of adopting similar tactics? It cannot be that they are indifferent to the sale of their publications. One may probably assume that they would be quite as well pleased to have a book sell thousands instead of hundreds as the author would. Poor books are advertised and they pay. Good books ought to pay better if advertised equally.

As matters now stand, an author is really forced to consider whether he prefers the imprint of a first-class publishing house and small royalties, or the imprint of a fourth-rate house and good financial returns.

Under the present plan the chief burden of advertising a book falls upon the gratuitous reviews given by the newspapers in exchange for a complimentary copy. The manufacturer of soap or shoes would know that he was condemning himself to insolvency if he intrusted the writing of his advertisements to the haphazard praise or condemnation of people to whom he might send a complimentary sample, but the publisher is bound by tradition and dares not dispense with the time-honored custom. Most of these copies are not noticed at all (yet each spoils a sale), and as for the reviews that are given, it is safe to say that in nine cases out of ten, perhaps in nineteen cases out of twenty, they are of no value whatsoever.

The average newspaper reviewer has absolutely no idea of what a proper book review implies. He will dismiss a book with a few stiff phrases of approval, or disapproval, as the case may be, which have been used so often that they have lost all expressiveness, and which really give no adequate idea of its character.

He may possibly tell the thread of the plot on which the story is based (which is unfair to the author and unkind to the reader), but that gives no

notion whatsoever of the main feature of the book, the way in which the plot is handled. Or from his attitude as a critic he may dispose of the claims of the author altogether and fix his place in the world of literature as autocratically as though he were Czar of all the Russias instead of being a humble member of a republic, where every man has a right to his own opinion. Whatever he does he is very apt to do it with the theory that he is disposing of the book, and that the object of his review is to describe, classify and dismiss the work before him. His attitude suggests that after he has passed upon it, it would be rather impertinent for the reader to take it up independently. Such reviews as these are neither interesting in themselves nor fair to the author or the publisher. As advertisements they are worse than nothing; they kill curiosity instead of stimulating it, and lay the book by instead of inducing any one to take it up. And yet a properly written review would probably be the most effective of all advertisements.

It is a question whether the solution of the publishers' problem does not lie right here. If instead of trusting the writing of reviews to the ill-paid and incompetent hack writer, he save his complimentary copies and engage instead a trained review writer, or expert advertiser, if the term suits better, to write a description of the book in a manner calculated to attract instead of repelling attention, he would find himself financially better off in the end.

A book review should give a taste of the book itself. It should be written so as to invite further acquaintance. *It should not be a finality.* It is not by any means necessary that it should be fulsomely laudatory. The ill-advised author who tried to puff his own book by referring to it as "a great production" and "a masterly setting forth of the case" may have been simply ignorant, not immodest. He took for his model the poorly conceived book reviews, of which the daily and weekly papers afford frequent examples. A would-be purchaser does not care greatly for the dictum of some unknown book reviewer, and his purchase would hardly be influenced by meaningless puffs of the sort indicated. What he does want to know is the purpose and style and character of the book, and he will then judge for himself whether he wants it or not. Of

course this may all be put forth in the light most favorable to the book. There is nothing unfair in this, if we are justified in giving our pictures and our friends the benefit of the best light possible. But putting it forth in the best light does not mean that it shall be indiscriminately praised. It does mean that it shall be interestingly treated, and this is where the skill of the review writer comes in. He must be able to make his review as interesting as a review as the book on which he writes is interesting as a book. In other words he must possess the qualities of authorship to the extent of being able to tell a story, or express his opinions, in something besides the commonplace words which serve as a medium for communicating news and stock prices.

These reviews should then be brought systematically before the people who would naturally be interested in that sort of a book. The man who manufactures farming implements does not advertise in the New York daily papers, nor does the wholesale grocer put his notices in a law magazine. Every advertiser may be presumed to have some idea of how to reach the people who would be probably purchasers. If not, that should be the first consideration. The goods must be brought to the people, since it has been demonstrated that the mountain will not come to Mahomet. If publishers don't realize this, they are the only advertisers who are still unconverted to the true faith. Publishers probably have something of the professional idea that hampers lawyers and physicians. Book publishing is a dignified business, and advertising they feel instinctively is not a dignified way of pushing it. But that will depend entirely upon how the advertising is done.

There is no need of advertising a standard book in a sensational or unbecoming manner. It would be injured with its own clientele by such methods, and would not be advanced in the interests of any one else. But a scientific, or philosophical, or theological work can be advertised or reviewed as suggested above in a way that would bring its merits in a most agreeable manner to the people who would be most interested in it. The result will be to their advantage as well as to the advantage of the publisher and the author.

It has been suggested that public

readings from new books might bring them before the attention of the public, but this method is too limited in its application and too expensive in execution to be seriously considered. The plan, on the contrary, of having trained writers review the books instead of untrained and indifferent amateurs, and of bringing these reviews persistently to the personal attention of the people who would be interested in the subject need be no more expensive than the publisher wishes, and it would bring the advertising of books up to the intelligent and carefully considered plans of advertising which govern other branches of modern business.

NOTES ON TYPOGRAPHY.

By W. W. Pasko.

It is a mistake for a newspaper to use too small a type for its advertising. That error is committed by the *Mail and Express*, of New York. As a result, people will not read in it plain, straightforward notices of any length. Too much duty is imposed on the eye. As a rule, a man cannot read for more than an hour or two in any type below minion, and when it gets down to a pearl or a small-faced agate, not more than five minutes. One great charm of run-on advertisements in large type is that they give very little work to the eyes.

Business men should always scrutinize the work done for them. Little provoking errors are apt to creep into advertisements, as they will anywhere else in the paper. The *New York Tribune* once printed the head-line of a page with the wrong year three months after that year had expired, and one of the handsomest and best got-up newspapers in the United States is now spelling the name of its editor in its own columns Jhnoson, instead of Johnson. An inch of advertising in agate, single column, will contain a thousand letters, and each letter can be put in eight different ways. The editor frequently makes mistakes in writing, and his handwriting is often bad. Business men are no more free from accidents than editors.

A very desirable place for an advertisement is the last one. It has a place all its own. No one can overpower it, or destroy its significance. Yet this

position is rarely sought for, while head of column, or head of page, or next after reading matter, is demanded, at a great increase in price sometimes. There is no reason why this should be so. Generally speaking, the space of the last advertisement is worth one-half more than in the dead level of the page, and if the journal is a large one, more than the head of any column not next to reading matter.

It is no business of the printer to set up a notice time after time, or to keep changing lines in matter to suit the advertiser. He is only obliged to set it up once in a workmanlike manner, following directions as they may be given to him. If the work doesn't suit the advertiser, the workmen will change them, but not at his own expense. No printer will object to an alteration of a line or two, but if it goes further he must be paid for his labor. Some advertisers hold back from making alterations simply on account of this extra charge. They are very foolish. These changes may be necessary to bring out the force of the notice, and if so they should be made. A line of type, advertising size, will cost to set up in job offices in New York about two cents. The compositor will receive a little over a cent. Is it not a penny-wise and pound-foolish plan to save on this, while paying twenty or thirty cents a line for ineffective advertising?

SHOULD you try an advertisement write it yourself—write it as you would tell the advantages you possess, as a merchant, etc., to your dearest friend—just tell the plain truth.

After you've written the "ad," think over it a day; ask yourself, Does this look reasonable—is it reason? You may not hear a sound, but an answer does come to you—it may be the response of your soul—whether or not you'll get the response.

Give the copy to a skillful compositor; have plain, new type; make it effective. We advocate these simple rules strongly, because we built up, in three and a half years, *The Great Divide*, a national, universal circulation. We hadn't much money, either. Everybody said we'd fail. The reason we didn't, we did everything right—it's the easiest thing in the world to do. Let your own mind govern—the weakest mortal is a genius in his way. —*The Great Divide*.

The Advertising World.

Readers are invited to send in news items for use in this column.

The *Housewife* is being advertised in a list of mediums.

The Cook Remedy Co. has removed from Omaha to Chicago.

Athlo-pho-ros business is again being placed in the papers, Dauchy & Co. handling it.

New copy and orders for Garfield Tea business are going out from J. Walter Thompson.

L. A. Sandlass, of the Chas. A. Vogeler Co., is renewing contracts and placing advertisements of St. Jacob's Oil.

James G. Clark & Co. is the name of a new advertising agency in Montreal, James G. Clark and Chas. Hervey Henry comprising the firm.

Herbert Booth King & Bro. are just about to put out \$100,000 worth of business for an Eastern advertiser. The Western papers are to be used exclusively.

The advertising appropriation for Hires' Root Beer last summer was \$500,000, and five months' advertising was done. N. W. Ayer & Son handle this business.

Word comes from Chicago of the incorporation there of the Acme Advertising Co. The parties in the concern are Henry H. Heimerdinger, Isaac Meyer, and Robert H. Little.

Among the shoe advertisers, Stacy Adams & Co., have dropped out of the field temporarily. A few local ads are being put out from the New York branch in Duane street, over which W. H. Quinn has charge.

The Russell Publishing Co., Summer street, Boston, is now placing a large amount of advertising, principally in religious, agricultural and country papers. The business is an 18-line ad, and is repeated several times.

An irrigation and land company has just given an advertising order for \$20,000 worth of business to run in high class weeklies and magazines. Another appropriation is shortly to be made. Full particulars of this concern will be given as soon as the ads are ready to go out.

C. N. Middleton, of the C. N. Middleton Drug Co., 74 Cortlandt street, is about to advertise Soterion, Dr. Ammett's French Arsenic Wafers, and Middleton's Household Dyes this month. The magazines will be used and a few weeklies. Part of the business is placed by Mr. Middleton, and part by F. W. Nostrand.

The advertising of the Manhattan Life Insurance Co. has been curtailed and will not be given out much until the concern is in its new building. This latter is in course of erection and will be a sixteen-story edifice, located on Broadway, near the Consolidated Stock and Petroleum Exchange. The building and ground will cost over two million dollars, and when the removal is effected a liberal amount of advertising will be done. H. V. Wemple, the second Vice-President, attends to this department.

Some 200-line ads are being given to the weeklies by the *Rural New Yorker*.

The Kleinert Dress Shield ads are being given out to a list of dailies and Sunday papers by Mr. Wineburgh.

Russel G. Dyer, who has been for 18 years editor of the Belfast, Me., *Republican Journal*, is now with the advertising department of the Dana Sarsaparilla Co.

J. C. Blair & Co., of Huntington, Pa., are about to give out some general advertising of their writing tablets. Mr. Blair attends to this department, and is getting up the copy now.

The Radway Co., 34 Warren street, spends \$50,000 a year on advertising, using chiefly dailies and weeklies, the business being well distributed over the States. Mr. Reid attends to this advertising.

A novel premium is being given with *Vick's Magazine*. A dozen photographs are given to every subscriber. The new premium idea is being advertised in the magazines and select weeklies, H. P. Hubbard attending to the placing of it.

The Specific Oxygen Co., of Nashville, Tenn., is placing advertisements in the household publications. B. L. Crans is supervising it. Mr. Crans is also placing for Orties & Co., of Fifth avenue, a series of large advertisements in the city papers.

Asa L. Shipman's Sons are not advertising their fountain pen this season. They are using the three large magazines for a stylographic pen, and this, with the exception of an occasional binder advertisement, is all the business that will be given for some time to come.

H. O. Wilbur & Sons, the Philadelphia cocoa manufacturers, have established a branch in this city, 89 Hudson street, local advertising being done in connection with it. The entire States are being covered from Philadelphia, where W. N. Wilbur attends to the advertising.

Lord & Thomas, of Chicago, have a zinc etching plant in connection with their advertising agency. An advertiser who has an idea he wishes used, and wants it in the next day's papers, can be accommodated, the artists getting it out promptly and well. The Lord & Thomas agency is the only one possessing this evidence of progress.

Messrs. Harper Brothers propose to increase their advertising this fall; whereas they formerly spent about \$30,000 per annum, they will this year spend \$60,000.—*The Newsmen*.

The advertising of the above firm amounts to at least a thousand dollars a week, the new books and periodicals of the concern being liberally advertised. Henry Drisler, Jr., is the manager of this department.

Three English advertisers will soon be in the American arena: Hampton & Sons, dry goods; Bliss & Co., saddlers and harness manufacturers, and Ramsbottom & Co. The two first named are London houses, and the latter a Manchester concern. Fred W. Nostrand will handle the business, this gentleman having for the past two years done the American advertising for Mason's Temperance Extracts. This business will be put out again in the spring, and very liberally.

G. A. SYKES,

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, October 19, 1892.

The following request appeared in PRINTERS' INK of October 5 :

We note in Mr. Russell's column, "With English Advertisers," a description of one of Mr. Beecham's ideas. We refer to the one in which the letters are burned in chemically. We wish to know whether or not it would be possible to arrange for something of the kind to advertise our "Sunbeam Incandescent Lamps." Sincerely yours, D. E. Goe.

The answer is forthcoming. The letters are not burned in : they are impressed on the paper in a strong solution of saltpetre (nitrate of potash), which makes the part of the paper which is covered by them smoulder when a spark is applied thereto. If Mr. Goe will dissolve a little saltpetre in water, and write his name on thin paper therewith, using a wooden lucifer match for a pen, allow the paper to dry thoroughly, and then touch the paper where the writing begins with the burning tip of his cigar he will have the gratification of seeing a smouldering spark slowly proceed along the lines of his writing until the name is apparent in dark-brown ash—a chemical experiment of considerable interest and instructiveness. In practice, I fancy, it will be found that the solution will need to be applied by hand to the space left blank in the circular for its reception—say by means of a clean rubber-stamp—as I do not think the work can be done on a printing press ; but the work would be purely mechanical and need not cost much. Mr. Beecham has, however, protected the idea in this country (England) and it would be well to see whether it is patented in America before adopting it.

A device which I thought of long ago as a tea advertisement, which has never been used, and is, therefore, patentable, is as follows : Leave a blank space in the center of a circular and impress any words you choose upon it in the way described above, but in a weak solution of sulphate of iron in distilled water. Print in ordinary ink the instruction : "*Pour a little tea on the blank space and see what happens.*" The coloring matter of the tea produces, of course, a black stain on the lines of the words imprinted on the iron solution, which may conveniently be the name of the tea advertised, or a trademark, which is not likely to be soon

forgotten. This idea is for sale, and, of course, any one can steal it that wants to.

* * * * *

The question has been raised, "Who pays for advertising?" Obviously to any student of political economy, the consumer of the goods pays for it, just as the consumer pays the impost duty on goods in a "protected" country. Who should pay it? John Stuart Mill pointed out long ago that store rent and similar expenses (of which advertising is one) do not raise prices, and the reason is obvious. The universally known price becomes the standard price. Consequently, on what little sale he makes, a non-advertiser realizes the advertising man's profit ; but it pays the latter to advertise, because he gets that profit on an indefinitely larger output, and the non-advertiser cannot cut in at lower rates and hurt him, because nobody ever hears of the non-advertiser. Just so in a "protected" country, the price of home-made goods approximates the total of imported goods, plus tariff, the manufacturer at home potting the extra profit. Advertised goods are not dearer than other goods ; they are practically the standard. There is, however, this other view of the question. Advertising is an investment. A man by advertising not only increases the amount of his business in a given time, but he also lays down a store of stability for that business for future time. I have been much censured for stating in print that it would be good bookkeeping for an advertiser, in making up his year's accounts, to debit to an investment account a certain proportion of his advertising expenditure. It is a real investment and will bring returns in the time coming, and it ought righteously to be capitalized, in a just proportion, accordingly. Indeed, it is an asset of increasing worth, for the longer one advertises a legitimate business the greater the value and effectiveness of such advertising—a principle universally admitted. The editor of the London magazine in which I set forth this view of the subject declined to admit the essay, as utterly unsound, until I persuaded him to submit the question to one of the best-known accountants in London, who entirely indorsed my view of the matter. I was a good deal attacked for my attitude on the subject, but the

principle laid down was never seriously disputed.

The following derives piquancy from the circumstance that it appeared in a Folkestone newspaper during the recent Church of England congress there:

FIVE POUNDS REWARD.—Lost, at the Conversazione at the Royal Pavillion Hotel, October 7, 1892, a small Diamond and Gold Brooch. Will the clerical-looking Gentleman who was seen to pick it up return it to the Proprietor of the Hotel at once?

There is something fascinating to me, and I think to a good many peo-

round to advertisers a little sample copy, about one-fourth full size, with selections, tariff for advertisements, etc. This is in an exact reduction of the well-known buff and claret-color cover of the magazine itself, and I should call it very good soliciting. One of the most lavish things of the kind, I think I ever saw, is the book just got out by the Dundee Courier and Dundee Weekly News, a daily and weekly running together a little over 300,000 a week, and therefore to be reckoned with. It is a 30-page pamphlet, with a large map, and is contained in a sur-

face-paper wrapper printed in gold and colors. Within are accountants' certificates, news agents' orders, and every possible testimony to circulation, some specimen matter, and very interesting particulars of the machinery in use at the printing office. The book is got up in such a style that it must be very costly, and yet I think the *Idler* book, which is cheap enough, will arrest more marked attention and likely bring a greater accession of business.

The annexed reduction of "How our Baby Orders His Ridge's Food" is one of the most amusing advertisements that have appeared in England for a long time. The sketch is not signed, but as a matter of fact the style is unmistakable as that of (I think) the first draughtsman in this country who made a specialty of advertisement designing. I cannot put my hand on this gentleman's name, but if he was not first, he was at

least very early in the field. He has long been a contributor of very amusing illustrations to *Funny Folks*.

Editor—I can't find Wanamaker's advertisement in the paper this morning.

Assistant—It isn't there.

Editor—Why not?

Assistant—I wrote that he was a "professing" Christian, and the types made it read "professional."—*Life*.

Silliman—I can't bear to see you in such distress. Tell me what is the matter. Is it the loss of your diamonds?

Miss Flimsy—No—it's (boo hoo!) the bills the newspapers have sent telling about it.—*Truth*.



ple, about a reduced fac-simile of every object with which one has become familiar. I think a free sample should always be wrapped in exact imitation, if possible, of the sale size, as was done, for one example, in the case of a large number of Sozodont samples sent out in England a year or two back, and as Mr. Sweitzer does with his Cocotina samples now. The *Idler*, a monthly magazine (to which Mark Twain is contributing installments of the only dull book he ever wrote, except "The Gilded Age"), is sending

THE "WANTS" OF FOUR COUNTRIES.

Short advertisements are often very amusing and are sometimes worth looking up as a source of entertainment. The New York *Herald*, which is a leader in the matter of peculiar "Want" advertisements, recently printed the following:

A YOUNG MAN, age 30, an Idealist, of a true principle, who has traveled extensively, born of humble English parentage, in this reincarnation, would like a situation as companion attendant to a gentleman; would be most happy to devote himself to one who is desirous of living a philosophic hermetic life, to enjoy the Elysian happiness of the evolution of the soul; thoroughly domesticated; willing to go anywhere; good references in regard to personal character. Address Nirvana, Times office, corner Chestnut and 8th sts., Philadelphia.

It would be even more interesting if one could know that the young man's audacity did not go unrewarded. As he hails from Philadelphia and proposes a "hermetic" life, perhaps the whole thing is a joke.

According to *La Tribune* this advertisement originated in a Swiss paper:

WIERBACH, in the Bernese Oberland, is the favorite resort of all persons in search of solitude. Hence this peaceful hamlet is frequented by a crowd of visitors from all parts of the world.

This shows what comes of trying to please everybody.

The following advertisement appeared the other day in the *Fremden-Liste*, Bayreuth:

A YOUNG solid lady, knowing the German, English and French language seek a place in a family as lady society or by children. The young lady goes also in the outland. Ash in the exp. of the stranger lists.

The English papers are also great sources of ingenious "Wants."

Here are a few choice specimens from various sources. The first appears in the *People*, a Sunday paper, which really seems to have quite a specialty in facetiae of this kind lately:

TWO Bank Clerks wish to borrow from a private source £50; repayments by monthly installments, with interest, which must not exceed 40 per cent per annum; present salaries nearly £800. Address, &c.

This is a chance for the philanthropic. But the next, from the *Morning Post*, is yet more tempting to the generous

reader—especially of the sex appealed to:

WILL any benevolent lady without family, with some means above her requirements at her disposal, do a really kind action by giving a young gentlewoman of good family, a small yearly allowance, so that with what she already possesses her income would be sufficient as to justify her marriage to an able professional man of small means? Genuine case; fullest details to any lady replying. Address, &c.

Is that "able professional man" (who has no doubt assisted at the birth of the above) a professional humorist? The next two are matrimonials from the *People*:

BACHELOR (foreigner), about 30, from a highly respectable family of military rank, &c., dark, rather tall, considered fine looking, very steady, affectionate, sympathetic, poetic, romantic, with good Christian principles, and considerable experience, but without money. This is unsuitable, isn't it?—desires lady with some capital for new business promising fortune; also would publish a little book, critic and comic, all in poetry, surprise to the public; all are genuine, and genuine replies expected; no agents; letters returned if desirable; secrecy preserved; view early marriage. Address in full confidence —.

A NICE young man, who has been jilted, is anxious to marry almost the first nice good-looking girl who offers herself. Send stamped addressed envelope and photo to —.

The following have also been in print, but their genuineness cannot be vouched for here:

A PARTMENTS wanted by a lady in West-end. £1 to £2 a week. Encumbrances: baby, nurse, husband.

WANTED—A wife for my papa. He is 6 feet 7 inches in height, is fair complexioned, with dark eyes, has all his front teeth and a Roman nose, and dresses in the height of fashion. I promise good treatment to my future stepmother if she suits me. Young ladies (or widows) with means but without children, will please address Miss X, Post-Office, L.

Uncle Josh—Well, our boy writes that he is a correspondent for a newspaper in this city.

Aunt Sallie—I won't never believe it of him at all. It's some conspiracy against his character; that's what it is. These divorce suits are terrible.—*The Club*.

Sunday School Teacher—What is the Golden Text for to-day?

Broadway Jake (reclaimed)—I am the Good Shepherd.

S. S. Teacher—And who is the author of these words?

Broadway Jake—Der editor of der *Mail and Express*.—*Smith, Gray & Co's Monthly*.






"I suppose," said Spatts to his friend, the dentist, whom he found at dinner, "I suppose that is the painless filling you advertise so much."—*Fuck*.

THE WANT "ADLET CARD."

Any novel way of facilitating the working of the "Wants" department is always welcome in most newspapers. "Wants" are good pay in themselves,

ditional words can be added, if stamps to pay for them are stuck on the card. On the back is printed the address of the *Star* and *Morning Leader* office, with a space for a penny postage stamp. Any one who wishes to put

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 <p>IN THE STREET.</p>	<p>AGENT.</p> <p style="font-size: 2em;">942</p> <p>PATENT</p>	 <p>The Star</p> <p>"ADLET" CARD.</p>	<p>IN THE HOME.</p> 
<p>THE STAR POSTAL "ADLET" CARDS ARE SOLD BY ALL NEWSAGENTS IN LONDON & BY THE PRINCIPAL NEWSAGENTS THROUGHOUT THE METROPOLIS.</p>		<p>IF ONLY ONE INSERTION IS DESIRED OBTAIN FROM NEWSAGENT A 1/4 CARD.</p>	
<p>PLEASE INSERT IN</p>		<p>WRITE STAFF OR MORNING LEADER AS FOLLOWS—</p>	
<p>IF YOUR "ADLET" EXCEEDS 20 WORDS YOU CAN INCREASE THE NUMBER TO 28 IN ALL BY FIRMLY AFFIXING 12 PENNY STAMPS IN THE SPACES BELOW A (WRITE THE EXTRA WORDS HERE)</p>		<p>AROUND THE CARD, BUT ON THIS SIDE ONLY.</p>	
 <p>ON THE BUS</p>	 <p>AT THE DESK</p>		

and bring circulation as well. Two London dailies—morning and evening, published from the same office—have hit on a valuable idea in an "adlet card," of which a reduced fac-simile is shown herewith. It will be seen that it is similar to the postal cards used by the New York *World* for some time with so much success.

The adlet card is sold at 60 cents, through newspaper dealers, and it will frank an advertisement of twenty words three times, in either paper, just as a post card franks a communication for transmission by mail. Moreover, ad-

a "want" in either paper, therefore, has only to buy one of these cards at the nearest newspaper shop, write his advertisement on the space provided, stick a stamp on the other side, and drop the card in the post-office box for transmission.

The idea has answered well and has proven a big success, two thousand news agents having applied for a supply of the adlet card before it was out a week, and the public is making a use of the method, which is shown by the sudden extension of the "want" columns in the two papers.

\$4,000 A DAY.

The editor of a prominent morning paper is reported to have recently said that the daily cost of his paper was about four thousand dollars. Let us see for a moment what this suggests. It presupposes, in the first place, a plant that can make available for prompt sale every morning in the year the results of the labors of twenty to forty correspondents, foreign and domestic, and of the work of about forty editorial writers and reporters, so that the reader within seventy-five

miles of New York can have his paper, "cheapest sweetener of his morning coffee," at his breakfast for from two to five cents. It presupposes the labor of forty to eighty compositors, with a practically unlimited command of type, of a corps of stereotypers who must produce from two to four duplications of the type forms, whether the paper consist of eight pages or twenty-four, and of pressmen (and presses) who must produce a hundred thousand or more papers before three o'clock in the morning.—*Newsdealers' Bulletin.*

FAILURE OF A SAND BANK.

Mr. B. W. Naples, publisher of the Norwalk (Conn.) *Hour*, a prosperous country paper with peculiar business methods, contributes to *Newspaperdom* an account of how he built up his paper. From this the following is extracted:

Thus we struggled along until May, 1884, when our average circulation was 3,181, and our advertising had advanced to eleven columns. Then Mr. Wade, the associate editor, under the heading, "Failure of a Norwalk Bank," related that the bank from which, during many generations, Norwalk builders had obtained their sand, had given out. It afforded evidence of the circulation of the paper, for at nine o'clock that Saturday morning, when our savings bank opened, there were hundreds of depositors in line to withdraw their deposits. They had read only the head-line, seized their deposit books, and rushed to the bank to get their money.

Nothing could be done to undeceive them. They would listen to nothing. They wanted their money, and would have it. During the following week, when the excitement was over, and the facts were understood, we came in for a full and varied assortment of curses, both loud and deep, from those who had drawn their savings, and so lost nearly six months' interest.

Here was an opportunity for an excellent advertisement, which we improved by announcing that, on July 1, we would, on certificates from the bank, pay to every depositor who had withdrawn his money, on account of the article in the *Hour*, the entire interest which he had forfeited by such withdrawal. The offer created a great deal of discussion. Very few believed that we would do as we had promised, and when the depositors were all paid, as we had agreed, we were decidedly poorer in cash, but the advertisement has been worth many times its cost. It was a bold, but good investment.

It is a fact that no advertiser nor advertising agent, no matter how reliable he may be, can get an advertisement into the *Hour* without paying cash in advance.

SUGGESTIONS TURNED INTO \$\$\$\$.

Office of D. H. HOLMES, }
NEW ORLEANS, NOV. 1, 1892. }

Editor of PRINTERS' INK:

Enclosed please find check for (\$1) one dollar for P. I.

If there is a publication devoted to the interests of any class, trade, or society that is looked for by its subscribers more longingly, more carefully read from cover to cover, and filed away with greater care when finished than PRINTERS' INK I would much like to know its name, character, and place of publication.

Though in the advertising business, as solicitor, editor and business manager for twenty years, never once in the eighteen months I have known your journal has there been one issue of it received from which I have not gained ideas, thoughts and suggestions that acted on have turned into dollars, and are of daily benefit to me. I for one must have my PRINTERS' INK. Yours, J. MAXWELL.

IT MUST HAVE BEEN SO.

CHICAGO DAILY GLOBE,
HARRY WILKINSON, Editor and Publisher, }
October 22, 1892. }

Frank S. Gray, Esq., New York City:

DEAR SIR—I wish you would see if you could make some further arrangement with PRINTERS' INK for advertising, so that we might boom our \$1 subscription rate to some extent in its columns. In the last issue they gave us an editorial notice about the low rate, and I have received over 500 subscriptions direct from that small announcement. Our circulation by mail is increasing at the rate of 500 subscribers per day. I have been purchasing on an average of twenty-one new mailing galleys per week since the reduction occurred. On Thursday, our big World's Fair day here, our issue was 175,000 copies, being a larger edition than was gotten out by any other Chicago paper. The *Globe* was illustrated, and sold everywhere, to the exclusion of all other papers, which the newsboys threw away.

Yours very truly, HARRY WILKINSON.

When we first read this statement in a letter dated October 19, addressed to PRINTERS' INK, we were inclined to doubt its accuracy; but when the New York agent of the *Globe* came in with the same story, we began to think that it must be true.

Moral: Advertise in PRINTERS' INK and sell your paper for a dollar.

TAKES \$7,800 IN HIS'N.

SAN FRANCISCO, OCT. 28, 1892.

I know of no medium for reaching the advertisers except PRINTERS' INK.

The Examiner.

C. M. PALMER, Business Manager.

CANNOT AFFORD TO BE WITHOUT IT.

Office of EXPOSITOR,
H. T. BLACKSTONE, Bus. Mgr. }
Sworn circulation: Daily, 2,000; Weekly, }
3,600.
BRANTFORD, Ont., Nov. 3, 1892. }

Messrs. Geo. P. Rowell & Co.:

As our exchange has been cut off I shall be obliged to subscribe personally for PRINTERS' INK, the best publication of its kind I ever saw. Any live newspaper or advertising man who wishes to keep abreast of the times cannot afford to be without it.

Herewith please find enclosed \$1 which will pay my subscription to January 1, 1894, according to your offer. Yours truly,

H. T. BLACKSTONE, Bus. Mgr.

HE CAUGHT ON.

McELHENIE & MARSLAND, }
APOTHECARIES,
DeKalb Avenue, cor. Ryerson Street,
BROOKLYN, N. Y., Nov. 3, 1892. }

PRINTERS' INK, N. Y.:

We have contemplated asking if we could order more than one year ahead, but a note in the current issue gives us the cue. We enclose check for a five-year extension.

McELHENIE & MARSLAND,

THE WANT "ADLET CARD."

Any novel way of facilitating the working of the "Wants" department is always welcome in most newspapers. "Wants" are good pay in themselves,

ditional words can be added, if stamps to pay for them are stuck on the card. On the back is printed the address of the *Star* and *Morning Leader* office, with a space for a penny postage stamp. Any one who wishes to put

and bring circulation as well. Two London dailies—morning and evening, published from the same office—have hit on a valuable idea in an "adlet card," of which a reduced fac-simile is shown herewith. It will be seen that it is similar to the postal cards used by the *New York World* for some time with so much success.

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McELHENIE & MARSLAND,

NEVER LACKS INSPIRATION.

The poet often struggles for
 Ideas without avail.
 The novelist gets sluggish and
 His efforts often fail.
 The playwright finds it very hard
 To think up something new;
 And the journalist gets weary ere
 His work is half-way through.
 But there's one whose thoughts can cover
 All the foolscap on the shelf—
 He's the actor who is writing up
 A notice of himself. —Judge.

Our Sensational Newspapers.—Mr. Pannicky: I shan't take one of Dr. Emdee's prescriptions to a drug store again without reading it, in a hurry.

"What's the trouble?"

Mr. Pannicky—I wanted a cholera preventive, and he simply wrote: "Don't read the newspapers." —Puck.

Well Qualified.—Expert Advertisement Writer: I should like to prepare your advertisements, descriptive of your new building site, Paradise-on-the-Hill.

Owner of Suburban Sites (to be sold in lots to prospective residents)—It requires one who wields a powerful pen to depict in their glories the beauties of nature in that favored spot. I—

E. A. W.—I have a great reputation at writing fiction.—Raymond's Monthly.

Easily Remedied.—President of the Doemup Bond, Investment and Silver-mining Company: We have sold every share of our stock.

Investor.—But you are still advertising stock for sale.

President of the Doemup Bond, Investment and Silver-mining Company—Yes; we are having a lot more printed.—Puck.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

81 BUYS 4 LINES. 50,000 copies PROVEN. WOMAN'S WORK, Athens, Ga.

WANTED—An agency for a specialty. Address "F. E. C.," Box 47, Palmer, Mass.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

WANTED—Small ads.—The Watertown (N. Y.) HERALD is a local paper for 100 towns and villages; 3 lines, one time, for 25c.; will reach 35,000 readers.

BRIGHT editorial writer, having also experience as manager of small daily, wishes position. Samples of work furnished. Address "H," care Printers' Ink.

THE LATEST!—A select list of Lady Canvassers throughout the U. S. These have only been used once. Write for particulars. CRANE & ALLING, 136 Liberty St., New York.

BIG PAY TO AGENTS handling our latest office specialty. "Biggest little thing out." We want good agents everywhere. Write us for terms at once. AM. LOCK-CRANK CO., Milwaukee, Wis.

WANTED—By you, my new "starter" cuts which I sell singly or in series. I also write and illustrate advertisements in "just the latest style." Cheap! F. K. HOUSTON, 321 Broadway, New York.

WRITER of bright editorial paragraphs would like to furnish matter for exclusive use of papers. Any politics or no politics. Any amount from a stickful to a column daily. Address "SPEED," care Printers' Ink.

WANTED—Canvassers to obtain subscriptions and advertisements. Address PRINTERS' INK, 10 Spruce St., New York.

WANTED—To sell a well-established and good-paying class or trade journal in the best city in the South. Very low. An unusually good opening for a hustler. Address "PUBLISHER," 8½ Marietta street, Atlanta, Ga.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

"PULLERS"—Advertisements that bring in game are what business men want. I will write them for you. First advertisement, descriptive of any business, sent for \$1.00, cash with order. B. J. KINGSTON, Jackson, Mich.

WE WANT to advertise in every newspaper in the United States, but with only those who can offer our World's Fair tickets as a premium. Address LORENZO G. WARFIELD, Secretary, World's Fair Visitors' Alliance, Washington, D. C.

A FIRST-CLASS, experienced job and all round printer, familiar with business, wants foremanship of progressive office in active, growing town; none but first-class parties wanting a first-class man need answer. Address Box 407, Norristown, Pa.

WANTED—Advertisements of first-class investment and business chances. Trial ads, 6 lines (42 words) or less, three months for one dollar. Cash must accompany every order. WOMAN'S BUSINESS JOURNAL, 211 Wabash Ave., Chicago.

WANTED KNOWN—Typesetters and Autographic letters announcements, price lists, prospectuses, etc., neatly duplicated, 1,000 copies, \$1.00; 500 copies, \$1.00; 1,000 copies, \$5.00. Send your orders to CRANE & ALLING, 136 Liberty St., New York.

WANTED—Advertisers to know that an experienced man in the reading notice departments of leading papers will write pamphlets and circulars for placing land promoters, railroad companies and others in contact with the public. "K," Printers' Ink.

ADDRESSES WANTED of men and women who are not fully satisfied with present occupation and would like to know what they can do best for the greatest success in life. We can tell you. Address FOWLER & WELLS CO., 25 East Twenty-first St., New York.

WANTED—An interest in a patent medicine concern, by a man with experience in the business. Thoroughly competent to take full charge of every department, and do the printing. Address, with full particulars, "J. S. H.," care Printers' Ink.

A WRITER of long experience in every line of fact and fiction, poetry and prose, is open to engagement. Correspondence from journals solicited. Editorials, leaders and sketches furnished for daily or weekly newspapers. Address Lock Box 23, Vineland, N. J.

BILL POSTING & DISTRIBUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

ALL kinds of adv. matter distributed. L. A. HANSEN, Battle Creek, Mich.

SEND 5000 circulars and \$7.50 to P. P. STEKETEE, Bill Distributor, Muskegon, Mich.

BILLS, books, papers, samples, etc., distributed for \$2.50 per M. Address NEWS, Youngstown, O.

BILLS distributed, \$3 per M. Posted, \$4 per M. Reference. J. A. STEPHENS, Box 293, Topeka, Kan.

ADVERTISING distributed and posted Anthracite coal fields. MILLARD TUBBS, Shickshinny, Pa.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

CIRCULARS distributed free. Particulars. Address, with stamp, **MODEL ADVERTISING AGENCY**, Stewartstown, Pa.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

RETAIL MERCHANTS can publish illustrated monthly paper at slight cost. Send business card for sample. **TIMELY TOPICS**, Boston, Mass.

2000 CASH order, novelty names, received since June, 1892, all new and neatly printed. Price, \$1.00. **WORLD PUB. CO.**, Passumpsic, Vt.

WITH the aid of the Pictorial Half-Prints, an Illustrated Weekly can be run with success in any city of reasonable size. Address **C. R. BALDWIN**, Manager, 28 West 23d St., New York.

NEW PROCESS of Embossing from Type. Cost reduced one half. Sample order of 1,000 Packet Heads and 1,000 Envelopes complete for \$10.00. **GRIFFITH, AXTELL & CADY CO.**, Holyoke, Mass.

NEWSPAPERS—Do you intend to publish a Christmas edition? I will sell an electro of an original drawing made by myself, adapted for your Christmas cover, size 10 x 14, for \$10. **PHILIP CAMINONI, JR.**, 10 Spruce St., New York.

CIGARS, mild, fragrant and sweet. Havana and Sumatra leaf our specialty. Profitable to the agent, dealer and private smoker. Good premiums for newspapers. Explanatory price list sent on application. Address **W. E. KRUM & CO.**, Reading, Pa.

B. G. STAUFFER, of Bachmanville, Dauphin Co., Pa., has invented 2 new novelties, one a Watch Charm Calendar Locket, the other a Watch Case Calendar. Novelty dealers and agents don't fail to write for circulars and terms.

THE EXPRESS DUPLICATOR COMPANY, 3 Dey St., New York, send free specimens of the best apparatus for multiple copying circulars, letters, business, New Year's cards, wrappers and you will profit by seeing how money can be made and saved.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

"MAGIC FIRE," or the Spelling Spark, is an interesting chemical experiment which affords entertainment to young and old; hence an excellent advertising novelty. Send two two-cent stamps for samples and price list to **B. C. PATTERSON**, 177 Broadway, N. Y. City.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BURLEY'S MAILING LISTS, Portage la Prairie, Man., give you 2,500 Manitoba homes to ad. into. Write him.

WE have added a mailing agency to our regular mailing dept. Circulars, price lists, etc., folded, addressed and mailed. Prompt service. Prices according to labor. Send for estimate. Satisfactory references. **FERRIS PUBLISHING CO.**, Albany, N. Y.

140,000 NAMES from money letters received in answer to advertise. Arranged by towns and States in 66 large volumes. To responsible parties very low prices will be given. For particulars, address **F. TRIFET**, 408 Wash. St., Boston, Mass.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

ADVERTISING MEDIA.

Advertisements under this head, two lines or more, without display, 75c. a line.

V _____

VIC _____

GRIT _____

VICK'S A1. _____

VICK'S AA1. _____

VICK'S MAG. _____

VICK'S AAA1. _____

VICK'S A to Z, &c. _____

VICK'S brings results. _____

SPOKANE SPOKESMAN. _____

VICK'S MAG. Is it on your list? _____

VICK'S takes none but reputable ads. _____

VICK'S 200,000, only \$1 per line yearly. _____

VICK'S MAG. Office 38 Times Bldg., N. Y. _____

HUBBARD, H. F. "Vick's," 38 Times Bldg., N. Y. _____

VICK'S is "one of the most profitable."—Beeth- _____

oven Organ Co. _____

VICK'S MAG is small and popular. Its circ. _____

big and paying. _____

VICK'S MAGAZINE—\$1.00 per line, yearly _____

order. 200,000 circ. _____

BUFFALO TIMES proves over 32,000 circula- _____

tion. It will pay you. _____

VICK'S MAG. "Enter our renewal one yr. It _____

pays."—Kelsey Press Co. _____

AGENTS GUIDE, New York. The leading _____

agents' paper. Send for copy. _____

VICK'S MAGAZINE offers advertisers big _____

circ., low rates, good returns. _____

VICK'S MAG. is only 50 cts per annum. Hence _____

popularity and big 200,000 circ. _____

BOSTON HOTEL GUIDE is read by every New _____

England hotel keeper. Very new. _____

"PUT IT IN THE POST." South Bend, Ind. _____

Only morning paper in Northwest Ind. _____

MEDICAL BRIEF (St. Louis). Largest circula- _____

tion of any medical journal in the world. _____

DEWEY'S Canada List (60 papers): adv. rates _____

30c. line. D. E. DEWEY, Hamilton, Can. _____

VICK'S MAG "pulls constantly for 6 mos. _____

after only one insertion."—Page M'tg Co. _____

\$1.50 For 5 lines 36 days, 6 days, 50 cts. EN- _____

TERPRISE, Brockton, Mass. Circ. 7,000 _____

ADVERTISERS' GUIDE. Mailed on receipt of _____

stamp. STANLEY DAY, New Market, N. J. _____

IT IS BIGGER—THE TERRE HAUTE EX- _____

PRESS—than any paper in Indiana outside _____

Indianapolis. _____

THE WEEKLY SENTINEL. Hazleton, Pa. _____

proves 30,000 circulation. \$3.00 an inch. "It _____

is close to the masses." _____

VICK'S MAGAZINE clubs with leading papers _____

at net cost of 25 cts. Send for special circu- _____

lar. 38 Times Building, N. Y. _____

KANSAS is thoroughly covered by THE KAN- _____

SAS WEEKLY CAPITAL, Topeka, Kan., the _____

leading farm and family newspaper of the State. _____

OUR RATES are so low (10c) we can't buy a _____

page ad. We prove 20,000 circ'n. Sample _____

free. ILLUSTRATED WEEKLY, Topeka, Kansas. _____

THE PEOPLE'S ILLUSTRATED JOURNAL _____

(monthly), New Orleans, La. A Southern fam- _____

ily magazine, it reaches Sou'n homes. Adv'tise! _____

VICK'S don't circulate in big cities. It's a popular town and country mag. Its readers have their gardens and cultivate flowers, etc., from pure love.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,000; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

TURN TEXAS LOOSE. George Clark, the gubernatorial candidate nominated by the advocates of pure Democracy, will be elected. This will result in capitalists from all quarters investing their money in manufacturing and other industries. Those advertising in **THE GALVESTON NEWS** and **THE DALLAS NEWS** will be largely benefited as a consequence.

A POINTED COMMUNICATION.—38 Times A Building, New York, Nov. 1st, 1892. To the Publisher of **Printers' Ink**: "How cheap can I advertise in **Vick's Magazine**?" is a question frequently asked us. The answer is an easy and convincing one. "142% copies for one cent on a yearly contract for one inch space. This is how it figures out—14 lines x 12 times = 168 lines, at \$1.00 per line = \$168.00. Larger space in proportion, as we have but one price to everybody.) Divide the aggregate guaranteed circulation for the year (300,000 x 12), 3,600,000, by \$168.00 and you get 142% copies for one cent." Argument is unnecessary with any sensible advertiser. Our circulation will wash, for "it's so." Yours truly, **VICK'S PUBLISHING CO.** H. P. Hubbard, Sec'y and Mgr.

SUPPLIES.

Advertisements under this head, two lines or more, without display, 75c. a line.

VAN BIBBER'S.

LEVEY'S INKS are the best. New York.

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PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **Printers' Ink**.

ILLUSTRATORS AND ILLUSTRATIONS.

Under this head, 2 lines (12 words) will be inserted three times for \$1.00.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

MISCELLANEOUS.

Advertisements under this head, two lines or more, without display, 75c. a line.

WANTED by sensible advertisers—**Vick's** 200,000.

WANTED—Copy for Jan. **Vick's Mag.** by Dec. 5th or 10th, latest.

WANTED NOT, by **Vick's Mag.**—Smile or fake advertisers at any price.

IF you are interested in Hernia, write **THE F. EVERETT CO.**, Chicopee Falls, Mass.

WANTED—"More adv. mediums that will bring results like **Vick's Mag.**" **Alexander Medicine Co.**

YOUR ad preserved by the whole country. Valuable publication. Rev. D. D. EATON, Sergeantville, N. J.

WANTED—Trade. "We get it by using **Vick's Mag.** It is one of the most profitable on our list."—**Beethoven Organ Co.**

ADVERTISEMENT CONSTRUCTORS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

HOLIDAY ADS. prepared on short notice. My ideas on advertising might prove beneficial to you. All correspondence receives prompt attention. **A. F. HAMMOND**, Duluth, Minn.

I WOULD like to hear from any one in need of unique or original advertisements, circulars, puffs, &c. Don't know it all; do know some things. Reasonable terms. Address **H. H. HALL**, Hinsdale, N. H.

PRIMERS prepared by **EXPERTS** wanted. Dealers in clothing, furniture, shoes, drugs, hardware, jewelry, real estate, &c., to write for particulars. Reading matter alone at nominal cost. New cuts, too, for any purpose. **ART LEAGUE**, New York.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. **EMPIRE CO.**, 146 Worth St., New York.

HANDSOME ILLUSTRATIONS for papers. Catalogue, &c. **AM. ILLUS. CO.**, Newark, N. J.

4-CYLINDER HOE PRESS. 2 folders. Very cheap. **MORNING NEWS CO.**, New Haven, Ct.

\$6000—**HALF CASH**, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "**QUICK**," **Printers' Ink**.

FOR SALE—A copy of the **American Newspaper Directory** for 1892. Price five dollars. Sent carriage paid. Address **GEO. F. ROWELL & CO.**, Publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. **AGENT'S HERALD**, Phila. Pa.

L'ART DE LA MODE proves an average sale of over 30,000 copies. 31 Tribune Bldg., N. Y.

4000 **NEW AGENTS' NAMES** Sent for 25 cts. P. O. Box 3046, Boston.

2000 **New Agents' Names** for 25c. Western Mailing Agency, St. Louis, Mo.

ORGANS. In exchange for space. **PIANOS**, Dan'l F. Beatty, Washington, N. J.

PATENTS **W. T. FITZGERALD**, Washington, D. C. 44-page Book FREE.

BOSTON. "Cottolene," "Lydia Pinkham," etc., etc., like my ads. So would you. **A. E. SPROUL**, 658 Washington St.

WOOD CUTS AND PROCESS PLATES **PEIR & PELS**
SEND FIVE CENT STAMP FOR CATALOGUE NEW YORK

12 For a Nickel **STEEL PENS** **SPENCERIAN**, 810 B'way, N. Y.

"TRADE INCREASERS." Every live local advertiser wants 'em; cheap; attractive; effective. Write to **CHAS. W. HARPER**, Columbus, O.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

BEST BOOK PREMIUMS. Send for proofs of illustrated advg. electrots and terms to **EXCELSIOR PUB. HOUSE**, 29 Beekman St., New York.

THE EVENING JOURNAL, **JERSEY CITY, N. J.** Circulation, 15,500. Advertisers say it pays.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.



YOUTH'S LEADER,
NEW HAVEN, CONN.
Over 40,000 copies monthly.
Advertising, 30 cts. per agate line.

ONE-THIRD REDUCTION

- AND -

SIX FREE ISSUES.



An advertisement ordered in PRINTERS' INK
for 52 issues in 1893 receives free insertions
in all the remaining issues in 1892,
and if the order comes before
November 16th the num-
ber of free issues
will be

— 6 —

We will insert a full page advertisement in every one of the fifty-two issues in 1893 for \$5,200, or \$100 a page each issue, which is a reduction of $33\frac{1}{3}$ per cent. from the price demanded and received all through the year 1892. We will sell one-half page for \$2,600; one-fourth page for \$1,300; or a page once a month for \$1,200.

For a special position the price will be 25 per cent. additional if the position asked for is given.

No issue of PRINTERS' INK in 1892
has been or will be so small as fifty
thousand copies. - - - -

FIFTY THOUSAND COPIES.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line; Wants, six lines, 36 words or less, one time, \$1.00. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, NOVEMBER 16, 1892.

JAN. 4, 1893.

SPECIAL

New Year's Number of PRINTERS' INK

will be as attractive as heretofore and full of good things. Special features are in preparation, of which announcement will be made later. Some of the brightest workers in the advertising field as well as leading literary men will unite to make this an issue of unusual attractiveness.

Copy for advertisements will be accepted up to one week in advance of date of publication, but to insure the best attention typographically send your order and copy now.

GEO. P. ROWELL & CO.,
10 SPRUCE ST., - NEW YORK.

How many are aware of the liberal offer PRINTERS' INK is making just now to those who would use its advertising space on yearly contracts for 1893? A discount of one-third is a good deal of a concession, and to get six insertions free is quite an item too.

It is a curious fact that newspaper men do not generally believe in the efficacy of advertising. Numerous instances of combinations and agreements among publishers are proof of this lack of appreciation. Notable instances are the Associations of leading dailies in great cities like Chicago and Boston, who find it advisable to agree among themselves that they will not advertise except by circular.

WITH this week's issue a new customer appeals to the readers of PRINTERS' INK. The great journal of the Pacific coast will occupy the first page for sixty weeks and have many an interesting and surprising fact to lay before the advertisers of America. If Mr. Katz, the Eastern agent, conducts his page with the ability and vim that has made the San Francisco *Examiner* the paper that it is, no other portion of PRINTERS' INK will be more attractive.

IN booking yearly advertising orders for 1893, PRINTERS' INK has already put down new orders amounting to \$7,000, and renewals of old orders to the amount of \$14,000. It is a suggestive fact that two-thirds of its business comes from those who have been its patrons year after year. New men are prone to think the prices high. Those who know by experience are well aware that they are very, very cheap. We accept yearly orders for 1893 at a discount of 33½ per cent from current rates and give *free insertions* all the rest of this year.

NOT SO FOOLISH.

Office of THE WEEKLY RECORD,
STURGIS, South Dakota, Nov. 1, 1892. }
Editor PRINTERS' INK:

Several days ago (about Oct. 28) I received a letter from Lord & Thomas, advertising agents at Chicago, containing the astonishing proposition that unless I answered by return mail, as to a certain advertisement for Jones of Binghamton (the scale man), I would be dropped from the "directory" that Messrs. L. & T. intimated they were about to issue. Forgetting the fact for a moment that I had on two former separate dates answered their letters, refusing their business at the price named by them, how would you look at this thing, anyhow?

Is it blackmail or business?

Yours, etc., C. C. MOODY.

PRINTERS' INK will make a handsome bet with brother Moody that he has not received any such letter from Lord & Thomas. Read it once more and carefully.

ADVERTISING is like learning. A little is dangerous. In every newspaper man's experience the largest advertiser is most permanent and finds least fault with the bills.

THE benefit derived from advertising is cumulative. Agriculturists assert that land is benefited to some extent seventeen years after a judicious application of fertilizer. In like manner many a middle-aged merchant is to-day enjoying trade that was originally secured by an advertisement inserted a score of years ago.

ONE PAPER FOR THE ADVERTISER.

GEO. C. JACKSON,
Job Printing,
Mill Street and Broadway.
AKRON, O., Oct. 27, 1892.

PRINTERS' INK:

If a person advertises in your paper to the extent of \$10, do you still offer to send him PRINTERS' INK free for one year?

Do you make the same offer for next year that you did for this: on yearly contracts for advertising, give subscriptions to same amount?

I ask these questions so that I may decide upon some manner of action to assist in the support of your enterprising journal.

GEO. C. JACKSON.

If an advertiser in PRINTERS' INK, to the amount of \$10.00 or more, asks for a yearly subscription on account of the advertising, the request will be granted.

We do not agree to give more than one copy of the paper in consideration of an advertising contract, however large. The offer to do so has been said to infringe some postal regulation, and although we cannot learn that it does, we think it wiser not to renew the proposition at present.

THE Khedive is making himself solid with the newspapers. He starts in with decorating the wife of the editor of *El-Ahnam* with the Order of the Chefakat—whatever that is—and by giving a newspaper proprietor a place in the foreign service.—*San Francisco Argonaut*.

When a newspaper man is appointed to high office the cry is usually set up that the government is attempting to curry favor with the press. The large number of men following the profession of journalism who have been thus honored of late years has made the accusation very familiar in this country. Yet this is not a condition of things peculiar to the United States. It is said that there are thirty-five newspaper proprietors and journalists in the new House of Commons. It does not seem to occur to the critics

that the real reason for the political preferment of newspaper men is personal merit, and that the profession of journalism includes more than an ordinary amount of brains and ability. In our own Congress there are eighteen journalists.

THE "Bon Marche," Washington, D. C., just before the recent election, gave every woman a chance to vote. "A Democratic Voting Precinct" and a "Republican Voting Precinct" were opened in the store, and in a large advertisement in the local papers the following announcement was made:

Men will not be allowed to vote, and no lady will be allowed to vote twice. We would like to know whether the majority of our lady patrons are Democrats or Republicans, and take this method to discover it.

Advertising Novelties.

Manufacturers and users of advertising novelties are invited to send specimens for review under this head.

From the Pyrogravure Wood Company, 230 East Thirty-seventh street, New York: Solid wood advertising cards. Any desired design can be embossed upon them.

From the *Great Divide*, Denver: A circular containing a sample of "gold concentrates." This is what is left after gold ore has been pulverized and the waste rock passes off.

From W. H. Wright, Jr., 293 Washington street, Buffalo: A monthly combination calendar and blotter. The latest issue is adorned with a bright new penny and the motto, "Clean printing, clean money."

From the McArthur Hypophosphite Company, Boston: A neat leather-covered vest pocket diary for 1893, bearing the company's advertisement.

From P. C. Kullman, 84 Madison street, New York: Coin mailing cards. They are of thick cardboard, with a hole stamped in the center to hold a quarter, half-dollar, etc. An adhesive seal is pasted over, preventing the coin from slipping about in an envelope and breaking its way out in passing through the mail.

From S. C. Patterson, 177 Broadway, New York: Two samples of "magic fire" advertising novelties similar to those described in Mr. Russell's London letter on another page. In one case, upon following the directions, the words "Silver Age" (whiskey) appear, and in the other "Pittsburg" (lamp).

From Geo. Tilles, Little Rock: A metal postage stamp box with sliding cover. Conveniently carried in the pocket.

From F. H. Hendryx, Bath, N. Y.: An ingenious "pin puzzle" (copyrighted). The idea is to stick six pins on dots within a diagram so that no two shall be on the same line. Advertising matter is printed below.

TIN SIGNS ARE USED by the largest advertisers in every line. Why? Because they are the cheapest and best mediums. Try them. **RONEMOUS & CO.,** Baltimore, Md.

Kate Field's
Washington,

Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise?
Washington, D. C.

ATTENTION, PLEASE.

We make Good Cuts at these rates: 1 col. Portraits, 75c.; 1 col. Buildings, \$2.50; 2 col. Build., \$3.50. The stuff for boom editions. Try us.
CHICAGO PHOTO. ENG. CO., 185 Madison St., Chi.

THE ADVERTISERS' GUIDE,

A monthly journal expounding expertly subjects mutually advantageous to publisher and advertiser, mailed for one year on receipt of twelve cents to pay postage. Send stamp for sample copy. **STANLEY DAY,** New Market, N. J.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY,

Chicago, Ill.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for

GENERAL ADVERTISERS.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Newspaper and magazine advertisements of every description prepared with care.

JNO. MANNING,

10 Spruce St., N. Y.

Refer to **Geo. P. Rowell,**

W. J. Carleton,

J. Walter Thompson,

or the publisher of any New York newspaper.



The Best Lesson on advertising is summed up briefly in the selection of a correct medium, in the estimate of the proper space, in a bargain at a reasonable price. Results then cannot fail.

THE AMERICAN School Board Journal has demonstrated its value time and again. Write for figures and see what we offer.
WM G. BRUCE, Publisher, Chicago. Milwaukee.

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for
quantity and quality of
Circulation.

SAN FRANCISCO CALL.

Established 1853.

Daily, 58,487—Sunday, 63,207.

The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

THE SPLENDID

CHRISTMAS NUMBER

—OF—

THE NEW YORK LEDGER

WILL GO TO PRESS ON

SATURDAY NOVEMBER 19.

Advertising space limited. Order and "copy" should be sent at once to secure insertion.

"We received TWICE as many answers from the **POPULAR EDUCATOR** as from FIVE other educational papers put together."—Houghton, Mifflin & Co.

75,000 COPIES

OF THE

CHRISTMAS NUMBER

OF THE

POPULAR EDUCATOR

the **LEADING Educational Journal of America**, will be issued.

It will be out December 1st, and copy must be in hand by November 13th. Advertisements will be inserted in this large Special Edition at our regular low rate, 30 cents per agate line.

ADVERTISING OFFICE:

70 Fifth Ave., New York City.

PRINTERS' INK
PRESS,

No. 8 Spruce Street,
NEW YORK,

Solicits Orders for - -

PRINTING

- - of Every Description.

24 Cash Prizes.

We desire to thoroughly introduce our Sunol Bicycles throughout the United States in 1893, and in order to give them such an introduction realize that we must advertise liberally and well. We are willing to advertise liberally, but, that it may be done well, must have a supply of bright, original advertisements. Will therefore make the following offer for the 24 best advertising ideas; first prize to be awarded to the author of the best, second prize to the author of the second best, etc. Decision to be made by three disinterested parties.

1st Prize.....	\$200.00
2d ".....	100.00
3d ".....	50.00
4th ".....	25.00
5th to 24th.....	10.00 each.

Will also pay \$5.00 for each idea not securing a prize that we think can be used to advantage.

Contest to close January 15th.

For particulars as to the nature of the advertisements required, address

THE MCINTOSH-HUNTINGTON CO.,
Advertising Department. Cleveland, O.

STUDY LAW AT HOME.

Take a Course in the Sprague Correspondence School of Law, (Incorporated.) Send ten cents stamps for particulars to

J. COTNER, Jr.,
Sec'y, Detroit, Mich.
312 Whitney Block.



Thanksgiving.

Over 260,000 homes are reached weekly by our papers.

Thanksgiving will be observed in each home. Their favorite religious paper is expected weekly with pleasure, and is read thoroughly because it is the representative organ of their own particular denomination. Just now all our papers will be *interesting* on account of announcements to be made about *Thanksgiving*, and will be read with more than usual attention.

Now is your time to advertise if you have anything to sell that the readers of these papers should buy.

**Put
Them
On
Your
List**

These papers have the confidence of their buying families.



Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Recorder.
Lutheran.
Presbyterian Observer.

Over 260,000 Copies
Religious Press
Association
Phila

THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

ADVERTISING SPACE

IN THE

Omaha World-Herald

is a good thing at a moderate price.

If not a purchaser already, it will pay you to become one.

R. A. CRAIG, Eastern Salesman,

41 Times Bldg., New York.

WOMAN'S FARM JOURNAL is read monthly by over 10,000 families who buy everything, from a safety-pin to a threshing machine. Send for sample copy and special trial rates.
F. J. CABOT, Pub., 301 N. Ninth Street, St. Louis, Mo.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*. The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was made the organ, and pledged the support of the Federation.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address
HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

MR. B. L. CRANS, New York City:

DEAR SIR—I am somewhat impressed with your list of Monthly Household Publications. The only object we desire to accomplish in advertising is simply to have people write us who are needing our treatment.

Do you think you could get up an advertisement of very few words, very noticeable, to occupy not over one inch in the publications referred to? Yours truly,

C. L. FROST, Manager.

The result—the same being accepted.

No charge is made the advertiser for preparing an attractive advertisement from type when his order is placed through my hands. Advertisements placed in all publications in the United States and Canada. Estimates submitted and discounts allowed on all publications.

B. L. CRANS,
Newspaper Advertising,

10 Spruce Street,
Room No. 4. NEW YORK.

ARE YOU

AFFLICTED WITH CATARRH, BRONCHITIS, ASTHMA, CONSUMPTION or any disease of the THROAT and LUNGS? Send for a book of 100 pages, mailed FREE, describing treatment and its proper use in each disease. Treatment by Inhalation.
THE SPECIFIC OXYGEN CO., Nashville, Tenn.

WE WANT TO ADVERTISE
in every Newspaper in the United States and Canada, but only with those using premiums.



HANDSOME ILLUSTRATED CATALOGUE
IS SENT WITH PARTICULARS.

EMPIRE PUBLISHING CO.,
146 & 148 Worth Street, New York.

Newspapers, Write at Once.

DODD'S ADVERTISING AGENCY, Boston, or
265 Washington Street.

We only stipulate, in requests for estimate, that our figures shall not be quoted or used in any way in placing business through other channels.

Giving our time we ask for good faith from the advertiser.

Advertisements specially prepared for our clients.

World
Build'g,
N. Y.
City.

SEND FOR ESTIMATE.

RELIABLE DEALING. — Low Estimates. — CAREFUL SERVICE.

ADVERTISERS

Wishing to reach the largest group of *Substantial Agents* in the world use **SEWING MACHINE TIMES**, 63 Beach St., New York.

No Religious List complete without

THE MAGAZINE OF CHRISTIAN LITERATURE,

Specimen copies and rates on application.

CLINTON HALL, NEW YORK.

THIS CONCERNS ADVERTISERS

If the largest dealings with publishers, ripe experience, original methods and thorough work are recommendations for an advertising agency, you will consult us before deciding how or where to place your advertising orders.

The hour has gone by when the question,
"Does it pay to advertise?" is seriously asked.
"How shall I advertise?" has taken its place.

This question we are prepared to answer. Write your wants precisely, and whether the amount of advertising desired is large or small, and our reply will be to your complete satisfaction. Address

THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE STREET, NEW YORK.



USE

**ALLEN'S
LISTS?**



Why?

BECAUSE your adv't will be placed directly in the homes of a greater per cent of purchasing subscribers than can be found in any combination of five hundred papers, each having two thousand circulation.

In other words, their *whole* million is alive, fresh and strong, and, as has been proved repeatedly, abounding in profitable results to the live advertiser.

Forms Close on the 18th.

E. C. ALLEN & CO., Proprietors,
AUGUSTA, ME.

. . ST. PAUL . .

Daily and Weekly News,

ST. PAUL, MINN.

Sworn Circulation **14,000.**

The DAILY NEWS challenges any paper in St. Paul to show a circulation equal to that shown in the table below, which was the actual sworn paid circulation of the DAILY NEWS during the four months prior to Oct. 1, 1892.

JUNE.	JULY.	AUGUST.	SEPTEMBER.
1..12,900	1..13,200	1..13,425	1..13,650
2..12,925	2..13,250	2..13,450	2..13,650
3..12,925	SUNDAY.	3..13,450	3..13,675
4..13,000	4..13,250	4..13,450	SUNDAY.
SUNDAY.	5..13,250	5..13,450	5..13,675
6..13,000	6..13,250	6..13,475	6..13,700
7..13,010	7..13,275	SUNDAY.	7..13,700
8..13,010	8..13,280	8..13,475	8..13,720
9..13,050	9..13,280	9..13,475	9..13,725
10..13,050	SUNDAY.	10..13,475	10..13,725
11..13,075	11..13,300	11..13,475	SUNDAY.
SUNDAY.	12..13,300	12..13,500	12..13,725
13..13,075	13..13,325	13..13,500	13..13,725
14..13,095	14..13,325	SUNDAY.	14..13,750
15..14,500	15..13,350	15..13,500	15..13,800
16..13,095	16..13,350	16..13,500	16..13,800
17..13,095	SUNDAY.	17..13,500	17..13,800
18..13,125	18..13,350	18..13,500	SUNDAY.
SUNDAY.	19..13,350	19..13,550	19..13,825
20..13,125	20..13,350	20..13,575	20..13,850
21..13,125	21..13,350	SUNDAY.	21..13,850
22..13,150	22..13,375	22..13,575	22..13,875
23..13,150	23..13,375	23..13,575	23..13,890
24..13,150	SUNDAY.	24..13,600	24..13,890
25..13,175	25..13,375	25..13,600	SUNDAY.
SUNDAY.	26..13,400	26..13,625	26..13,925
27..13,175	27..13,400	27..13,625	27..13,950
28..13,175	28..13,400	SUNDAY.	28..13,975
29..13,175	29..13,400	29..13,625	29..14,000
30..13,200	30..13,425	30..13,650	30..14,000
		31..13,650	

George A. Sherin, Secretary of THE NEWS PUBLISHING Co., being duly sworn, deposes and says, that the actual circulation of THE ST. PAUL DAILY NEWS on dates named above, was as there stated.

GEO. A. SHERIN, Secretary.

Subscribed and sworn to before me this 10th day of October, 1892.

GEORGE D. TAIT,

[SEAL.]

Notary Public, Ramsey Co., Minn.

The DAILY NEWS is conceded to be the best advertising medium in St. Paul by over 200 local merchants.

All business done direct from the St. Paul office. Write for our schedule of advertising rates and sample copy of our paper.

WEEKLY NEWS, CIRCULATION 2,500.

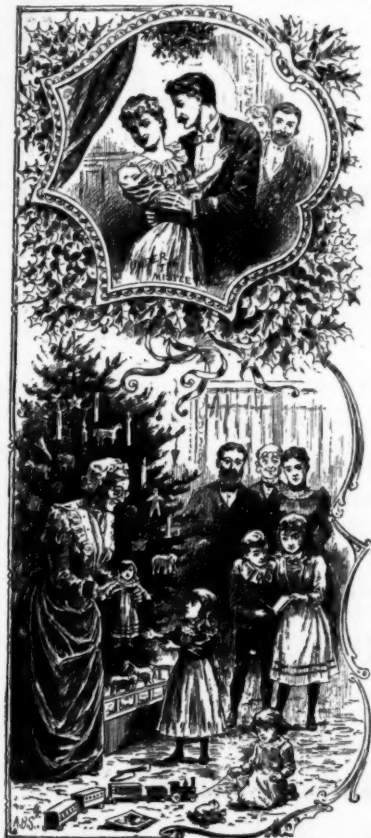
The News Publishing Co., C. E. Sherin, Pres't and Manager.



COMFORT

FOR ALL

VOLUME 5, No 2 - DEVOTED TO ART, LITERATURE, SCIENCE, AND THE HOME CIRCLE. M. N. 50. PRICE 25¢ PER YEAR.
PUBLISHED AND COPYRIGHTED BY THE GANNETT & MORSE CONCERN, AUGUSTA, ME. DECEMBER, 1892.



Facts and figures under oath!

THE December Dollars

Of nearly twelve hundred thousand wide-awake money-spending families will find their way into the pockets of those who advertise in

THE December "Comfort."

Sworn circulation over eleven hundred thousand!!

Press Room, Paper Mill Accounts, and P. O. Receipts open to public inspection!!

Copyrighted Prize Features:

Nutshell Story Club.
Busy Bee Budget.
Comfort's Kitchen Chats.
Children's Circle of Comfort.
Aunt Minerva Chats.
Comfort's Dressmaking Dep't.
Kinsabby Comicalities.
Sunshine for Shut-Ins.
Happy Holiday Hints.

Space of responsible agents or of us direct. The Gannett & Morse Concern, Publishers, Augusta, Maine; Boston Office, 228 Devonshire St.; New York Office, 23 Park Row.

Largest circulation in America. I. I. R.

- THE -
**DETROIT
TRIBUNE**

PAID SUBSCRIPTION,

**Daily, = 20,650
Weekly, 65,000**

Proved Paid Circulation, or No Pay.



THE TRIBUNE is nothing if not a paper of high character, reaching the wealthy and middle classes of Michigan—people having money to spend and spending it freely.



Place It on Your List.



M. C. REEFER, 59 Tribune Building, New York City,
EASTERN MANAGER.

STREET CAR.

ADVERTISING

AND WHY IT'S GOOD.

There is no medium in existence of less space and more preferred positions.

Inside of the car, advertisements and readers are propelled together.

Advertisements stare one in the face, and so remain as long as he remains in the car.

In front of car advertisements stand and sit, year in and year out, the people of every community, of every class, from the lowest to the highest.

The buyers in every town and every city are habitual and perpetual riders of street conveyances.

The advertising sign in the street-car cannot be classed with mediums given away. It is a part of the car, and to ride on the car costs money. Without a stretch of business imagination, one may say that the advertising sign in a street-car must be reckoned with that grade of medium bought and paid for, although the reader pays individually nothing for it.

When the greatest advertisers of the world, the men who are now successful, and have traveled in success since they were born, are regular, continuous advertisers in street-cars, it is absurd for *any croaker* to push forward individual opinion to the detriment of advertising which has risen to standard grade.

The street-car offers valuable advertising space to both local and national advertisers. Both derive, substantially, an equal benefit from it, for the street-car is one of the very few advertising mediums which the retailer and wholesaler, the local and the national merchants, can consider in the same business light.

When you go into street-car advertising you certainly wish to go in "right"—consequently consult

CARLETON & KISSAM,

198 & 199 Times Bldg., New York. | 50 Bromfield Street, Boston.

Also Offices in Principal Cities.



SAVED \$25,000

During November and December, 1891, \$125,000 worth of advertising space was reserved for 1892 through agencies and direct in Boyce's List (Blade, Ledger and World) previous to the 25 per cent increase in rate.

Ninety per cent of the space was used, and over \$25,000 saved to the advertiser. Already many advertisers have again reserved their space for 1893.

THE BIGGEST KICKS

we have got THIS YEAR was from people who wanted last year's rates but didn't reserve space and had to pay the present rates.

PROVED CIRCULATION:

1892 - 400,000

PROVED CIRCULATION:

500,000 - 1893

Rates advance **25 per cent** Jan. 1st, 1893. Present Rates—Blade, \$1.00; Ledger, 50 cents; World, 30 cents; Three Papers, \$1.60. Space through any agency or direct

W. D. BOYCE, Chicago.

Honor and fame from no condition
rise,

Act well your part—and

Advertise

In "The Great Southern Newspaper."



THE present advertising season has a gold-edge binding. The business of the country has passed through its national partisan stagnation, but as the political horizon clears away, the country's prosperity can be discerned on every cloud. The shrewd and judicious advertiser will now put forth renewed energies to cover the more favorable locations. That the inexperienced, in choosing the field and selecting the medium, may make mistakes there is not doubt.

But those who put
THE MEMPHIS

Appeal-Avalanche

on their list will make no mistake, and will have the satisfaction of knowing that they acted wisely, at the right time, for the APPEAL-AVALANCHE not only covers the commercial river city of Memphis, but the best and most prosperous portions of

Three States

Tennessee, Arkansas, Mississippi.



The principal points in these three States look to Memphis for their daily and weekly supply of news, and the A.-A. is the only paper having the facilities and machinery to supply that demand.

No other newspaper in the
United States covers

3 States so thoroughly.

THE APPEAL-AVALANCHE, Memphis.

W. A. COLLIER, Pres't.

THOS. D. TAYLOR, Bus. Mgr.



I Told You!



And an overwhelming majority of the people of the city of Atlanta and State of Georgia bear us out in the assertion that the

Atlanta Journal



Is the leading evening newspaper of its section, enjoying the confidence of the business and reading community, and will place your advertisement before

18,300 Daily

15,863 Weekly

subscribers, who are intelligent and prosperous. No better field could be selected for general or

Special Advertising.

●● THE JOURNAL is a prime favorite in the home circle, and it is this hold on the domestic hearth that gives the advertiser his strong pull.



The JOURNAL, Atlanta, Ga.

H. H. CABANISS, Business Manager.



Pin Your Faith

The political battle is over; the campaign orator, like the rocket, has faded away with a sizzle; the bass-drum has sounded its last beat; the smell-to-heaven torch pleases the small boy no longer. And now to business. There is before you the busiest business campaign ever experienced. In business matters you can, with safety, pin your faith to the

Chicago Mail

—a clean publication and in a favorable, business locality, towards which all parties and countries are turning their eyes. Shortly Chicago will be the Mecca of the world, and the hum of business in that business city will even arouse the non-advertiser. THE MAIL, with a circulation of

Over 60,000 Daily,

can advance your material interest materially. Stick a pin and an ad in here.



WANTED AS CURIOSITIES.

There have recently been distributed through the United States mails millions of copies of what Mr. Wanamaker has decided to be legitimate periodicals, and named as follows:

The National Bulletin.
Protection and Reciprocity.
The Defender.
Voters' Library.

As all of these publications were established since the beginning of the year and one of them at least had, early in the autumn, achieved a monthly issue of between one and two million copies, PRINTERS' INK would be prepared to hear still more wonderful reports of their growth as the season progresses were it not that a Democrat (who has no confidence in Wanamaker) has suggested that every one of these mushroom publications (he said mushroom) was killed by a heavy frost on the 8th of November. Can it be that Mr. Wanamaker, who is so anxious to protect the mails that he is willing to sacrifice PRINTERS' INK to that end, would ever consent to carrying the above named publications unless they were established in good faith and intended to be permanent, legitimate periodicals having bona-fide subscribers, etc.? Mr. Wanamaker may be weak, but he is not so weak as not to know a campaign circular is not a legitimate periodical, and that our baby, PRINTERS' INK, is just as legitimate as his baby, *Book News*.

PRINTERS' INK would be glad to receive copies of December issues of the *National Bulletin*, *Protection and Reciprocity*, *The Defender* and *Voters' Library* for preservation in a museum.

EDITOR FORTY AND POSTMASTER FOUR YEARS.

OFFICE OF THE FISHKILL STANDARD,
 J. W. Spaight, Editor and Proprietor.
 FISHKILL LANDING, N. Y., Nov. 4, 1892.

GENTLEMEN—In enclosed envelope you will find one dollar for PRINTERS' INK for 1893. Continue it to the address of the *Standard*, Fishkill Landing, N. Y.

I have been an editor for nearly forty years and a postmaster for four years, and I see no reason why PRINTERS' INK should not be recognized as a newspaper and entitled to second-class privileges. Very truly,
 J. W. SPAIGHT.

BEING SWINDLED.

THE FARMERS' NATIONAL BANK,
 F. H. Stickney, President.
 LONGMONT, Colo., Oct. 29, 1892.

PRINTERS' INK:

DEAR SIR—I enclose draft on N. Y. (\$1.00) to extend the Bank of Longmont's subscription to your valuable periodical, to Jan. 1, 1894, as per your offer. Please change address to F. H. Stickney. I enjoy the perusal of your publication more than I can say. I always read it thoroughly, from beginning to end, ads and all. Have kept close track of your controversy with the P. O. Dept., and know that you are being swindled when you pay more than the second-class rates. Don't for a minute let up on your kick and the imbecities at Washington will eventually do you justice.

Very truly yours,

F. H. STICKNEY,

JOHN IS A PAID SUBSCRIBER NOW.

GAGE TOOL COMPANY,
 VINELAND, N. J., Nov. 6, 1892.

To PRINTERS' INK:

Enclosed find two (\$2) dollars for which please send one copy PRINTERS' INK to John Wanamaker, and one to us after April, 1893. We receive no journal so instructive and interesting. We must advertise our Bench Planes. We don't know how! PRINTERS' INK is a good instructor. We like it. It may benefit John as well as ourselves. We both have much to learn. May the Bear's arms grow longer, that his good work be soon finished. Yours for justice,

GAGE TOOL CO.

HE CATCHES ON TO THE IDEA.

OFFICE OF S. M. HOUGHTON,
 FINANCIAL AGENT,
 MINNEAPOLIS, MINN., Oct. 31, 1892.

PRINTERS' INK:

Being one of those who "want your paper, like your paper and sympathize with your little paper in its struggle for existence with the official octopus at Washington," I desire "to express my good will" by enclosing herewith draft for one dollar to set my subscription ahead to January 1, 1894. Wishing you success, I remain, very truly, etc.,
 S. M. HOUGHTON.

EVERY POSTMASTER KNOWS THE ADDRESS OF PRINTERS' INK.

THE NEW ERA CO.,
 SPRINGFIELD, O., Nov. 5, 1892.

PRINTERS' INK, 10 Spruce St., New York, N. Y.:

GENTLEMEN—Your card received, in which you ask for a cash subscription to PRINTERS' INK. Enclosed find one dollar, for which send us the paper for the coming year.

Allow us to suggest that a newspaper in sending out applications for subscriptions should certainly give its address. Your card, before us, gives no mention as to whether your publication is issued from New York, San Francisco, or Sqedunkville. With the much trouble that publishers have in getting subscribers to give their address, it would seem to be a good plan to set a correct example.

Yours truly,
 THE NEW ERA CO.

HE ENJOYS IT.

A. W. DUNNING, POSTAGE AND REVENUE STAMPS.
 Collections Bought, Sold and Exchanged.
 LOS ANGELES, CAL., U. S. A., Oct. 28, 1892.

Subscription to PRINTERS' INK from date to January, 1894. We enjoy it too much to lose it.
 Very truly
 A. W. DUNNING.

A CLASS OF FIVE.

THE WEEKLY BULLETIN OF NEWSPAPER AND PERIODICAL LITERATURE,
 BOSTON, MASS., Nov. 7, 1892.

GENTLEMEN—Enclosed find check for \$5.00, for which send us five copies of your paper, PRINTERS' INK, to the *Weekly Bulletin*, 5 Somerset street, Boston, for one year.

We consider it a valuable paper and well worth all post-office privileges.
 Yours very truly,
 J. P. MINER,
 Bus. Manager.

OFFICIAL FOL-DE-ROL.

OFFICE OF THE GAZETTE,
 KANKAKEE, ILL., Nov. 3, 1892.

PRINTERS' INK:

Enclosed find \$1.00 currency, for which send PRINTERS' INK one year to the undersigned.

No publication has benefited newspaper men so much as PRINTERS' INK. It constantly furnishes us with pointers, which are profitable not only to us but to our patrons. The *Gazette* has no bone to pick with Mr. Wanamaker. We believe the P. O. D. was never so well conducted, but the exclusion of PRINTERS' INK seems to us a piece of official fol-de-rol.

CHAS. HOLT & SONS.

COST A LARGE NUMBER OF VOTES.

THE TROY PRESS,
TROY, N. Y., Nov. 4, 1892.

PRINTERS' INK:

Enclosed find \$1 for your valuable publication for another year. Wanamaker's arbitrary ruling in your case will cost the Republican presidential candidate a large number of votes and possibly defeat. It is an unjust rule that does not apply to all similar cases. If PRINTERS' INK is probably debarred from the privileges of second-class publications, all other publications that are issued under the same conditions should receive the same treatment.

Very truly,
H. O'R. TUCKER.

HAVE MADE A GOOD FIGHT.

CINCINNATI, O., Nov. 3, 1892.

Geo. P. Rowell & Co.:

I am in receipt of your card bearing postmark of 1st inst., and regret to note the discontinuance of PRINTERS' INK as an exchange of the Phonographic Magazine. I have pleasure, however, in continuing to send the magazine and enclose herewith \$1.00 as a cash subscription to PRINTERS' INK, which I do not think I could spare. You have made a good fight for your rights and I believe you will get them soon.

Very truly yours,
JEROME B. HOWARD.

TYPICAL P. O. D. LETTERS.

In replying to letters addressed by publishers to the Postmaster-General asking permission to receive PRINTERS' INK as an exchange, the Department is getting down to a stereotyped phraseology as follows:

(1074)
Post Office Department,
Office of the Third Assistant Postmaster General,
Washington, Dec. 2, 1892.

Mr. Chas. H. Maynard,
Jamestown, Ohio

Your communication, dated Oct. 31, 1892, relative to PRINTERS' INK, addressed to the Postmaster-General, has been received and filed with the papers in the case.

Yours, very respectfully,

W. H. Maynard
(Third Asst. P. M. General)

Another slightly varied form is also adopted, doubtless to give a pleasant variety to the correspondence, and reads:

Your favor of the 2d inst., addressed to the Postmaster-General, relative to PRINTERS' INK, has been received and filed with other papers in the case. Very respectfully,

MADISON DAVIS,
Acting Third Assistant Postmaster-General.

If the Postmaster-General had a few more assistants and his assistants had a few more acting assistants, they ought to have him, now that election is over, digest the good advice offered in PRINTERS' INK for November 9th. When asking information of the Department, it would be much more satisfactory if the information asked for should be promptly given instead of an answer being sent which simply says nothing and staves off the question indefinitely. PRINTERS' INK would like very much to have a photograph of that file of the papers in the case.



SWALLOWING A CAMEL.

Mr. Wanamaker has decided that to pass PRINTERS' INK through the mails as second-class matter is a violation of the postal laws. But Mr. Wanamaker allows *The Voters' Library*, *The National Bulletin*, and *Protection and Reciprocity*, which contain not one word except arguments in favor of the re-election of Mr. Harrison, and, ergo, the reappointment of Mr. Wanamaker, to pass through the mails by wagon loads, as second-class matter, although he knows they are campaign papers, pure and simple, and have no subscription lists whatever. Mr. Wanamaker has a habit of straining at a gnat and swallowing a camel.—*Bay City (Mich.) Times Press*.

All publishers desiring to receive PRINTERS' INK as an exchange will please address the Postmaster-General for his permission and assurance that sending the exchange shall not prejudice the rights of PRINTERS' INK to be carried in the mails as second-class matter.

MONEY COMES EASY TO HIM.

SYRACUSE, N. Y., Nov. 1, 1892.
I do not know how I can spend the dollar better than by sending it for the continuance of your journal. I get several hundred exchanges, but yours is one of the half dozen that I always look through. I should be glad to receive it still as an exchange, but think it a much wiser expenditure of effort to send you a dollar than to write a letter to Mr. Wanamaker.



Yours truly,
C. W. BARDEEN.

AND IT IS NOT TOO LATE NOW.

For every newspaper that has given PRINTERS' INK a word of comfort, editorially, during its year of martyrdom, it is intended to mark the subscription "Paid to January 1, 1894." If any paper entitled to be so marked is struck off by oversight, the name will be promptly replaced on application. The publishers of PRINTERS' INK also call attention to the offer published last week to give a paid-up subscription from now till the year 1900—eight years—to any and every editor who by diligent search, or otherwise, is able to find any law or postal regulation that AUTHORIZES the Department to revise the exchange list of any paper, or to criticise it, as it has done in the case of PRINTERS' INK.

Address PRINTERS' INK,
New York.

To be or not to be—A Bee.

There may  be a question as to the advantage of
being a bee, but there is no question that of all bees
the best Bee to  be in is the

OMAHA BEE.

It is a right busy and an old Bee.
are over **25,000** of these live working
circulating throughout Omaha (a city of
people) and surrounding towns every
cluding Sundays, all the year round.



There
Bees
160,000
day, in-

Once a week there is a new swarm of **40,000** working weekly
Bees. These go to the uttermost corners and work the homes
of the thrifty in a dozen States or more.

The BEE is a tireless and effective worker for advertisers;
better let it work
for you—

Better be in the Bee.

CHICAGO.

A. FRANK RICHARDSON,

NEW YORK.

Sometimes a very few newspapers will cover an immense field; many ad-
vertisers for that reason have tried this combination:

THE THREE TELEGRAMS,

ALBANY, ELMIRA, HARRISBURGH.

THE SATURDAY GLOBE,

UTICA.

PENNSYLVANIA GRIT,

WILLIAMSPORT.

Combined Circulation, - 591,000

It is the big home circulations that tell; they get in at the firesides, in the
old oak easy chair, around the evening lamp, and glow with interest. Nearly
600,000 is the aggregate Known Circulation of these Five Great Home
Weeklies; it is equivalent to 600,000 American homes.

A. FRANK RICHARDSON,

Tribune Building, New York.

Chamber of Commerce, Chicago.